C4330 3A

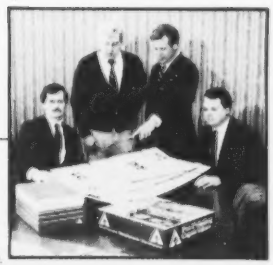
May 1984/$2.00

paper board packaging

185 0015980 8 10 91
0000 0000 0000 0000
STATISTICAL REFERENCE
4520 E WEST HWY STE 80
WASHINGTON DC 20014
***

paper board packaging

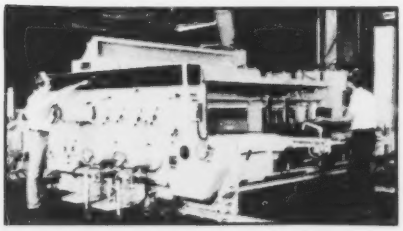
MAY 1984 VOLUME 69, NO. 5



On the Cover:

Liking Weyerhaeuser's high-end program are Bruce White, Color-Pak product manager; Bob Coon, Heileman Brewing; Bob Barnes, box plant general manager; Roger Miller, sales manager. See page 18.

FEATURES



OPERATIONS MANAGEMENT

18 **Color-Pak Succeeds Through Worker Pride**
A St. Louis integrated box plant has completely overhauled its approach to high-quality graphics sales.

HONORS & AWARDS

24 **Van Horne Sr. Inducted into Hall of Fame**
A prestigious packaging-industry award was presented posthumously at last month's AICC meeting in Miami.

PROFIT IMPROVEMENT

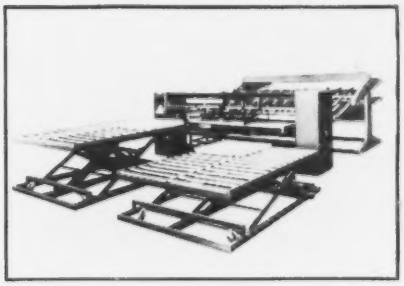
26 **Consistent Pricing Policy Saves Time, Headaches**
by Harry Watton III
A coordinated price policy allows salesmen to work faster and sell more.

INTERNATIONAL REPORT

36 **Box Firm Enjoys Cozy Relationship with Customers**
New corrugator, stitchers, baling equipment and computers have all played a part in the technological overhaul that has strengthened a British firm's position in the U.K. market.

PRINTING & GRAPHICS

42 **Back to Basics: Print Job Case Study**
by James J. Owens
After a few unsuccessful runs, a corrugating box plant took a hard look at its printing procedure and plates, and got good printing with existing equipment and labor.



EQUIPMENT UPDATING

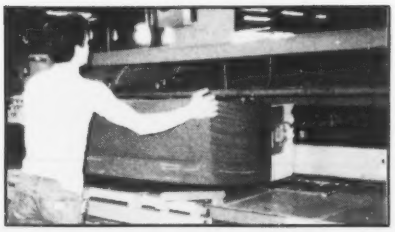
46 **Feed Table Retrofit Speeds Up Diecutter**
by Robert Gitlin
A Pennsylvania box plant has strengthened its reputation as an operation with a modest brace of converting machines but a formidable capacity for large-scale production.

(continued on page 4)

PAPERBOARD PACKAGING (ISSN 0031-1227) is published monthly by Magazines For Industry, Inc., a subsidiary of Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising offices: 747 Third Avenue, New York, New York 10017 and 111 East Wacker Drive, Chicago, Illinois 60601. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: $18 per year in the United States; $25 per year in Canada. All other countries: $35 per year. Single copies (pre-paid only): $2 in the U.S.; elsewhere $4.50; add $3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806. Copyright © 1984 by Magazines For Industry, Inc., a subsidiary of Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher. Microfilm copies of articles are available through University Microfilm, International, 300 N. Zeeb Road, Ann Arbor, Michigan 48106.

POSTMASTER: Send address changes to PAPERBOARD PACKAGING, P.O. BOX 6269, Duluth, Minnesota 55806.
For reprint information, call Mary Ellen Levey: 218-727-8511

FEATURES *continued*



MEETINGS & CONVENTIONS

48 **API Paper Week Brings Converters Glad Tidings**
by Mark Arzoumanian
Containerboard production for domestic use established new highs last year, and current rates are even higher.

EQUIPMENT IN USE

50 **Cold Glue Option Cuts Cost Overruns**
Converting tapers to a new capability has solved the problem of box returns from tape bond failure.

MEETINGS & CONVENTIONS

52c **FEFCO's 18th Annual Congress Is Success in Switzerland**
A good time was had by all 1026 attendees March 26-30 in Davos, as these photos show.*

OPEN HOUSE

52f **"Corrugated 84" Displays Bobst Technology**
Many travelers to FEFCO also took a tour of two facilities in the Lausanne area to see demonstrations of new machinery.*
*International Edition

DEPARTMENTS

6	Comment	14	Personal View	55	Product of the Month	63	Industry Events
8	Newsletter	16	Industry Statistics	56	New Products & Equipment	64	Classified
10	News	52	International Dateline/ International Events	59	People	69	Ad Index
		52b	World News Briefs	61	Literature	70	Publisher's Report on Suppliers

COMING

June: Midyear Review/Ovenable Paperboard Update
July: Corrugator Technology/Census '84
August: Operator Training/Preprinted Linerboard

STAFF

Publisher ..... **Richard Perkins**
Editor ..... **Mark Arzoumanian**
Senior Editor ..... **Fred Sharring**
Associate Editor ..... **Robert Gitlin**
Assistant Editor ..... **Shirley Harte**
Executive Editor ..... **Ben Miyares**
Production Supervisor ... **Debra M. Barmby**
Production Manager ..... **Terri Sward**
Graphics Director ..... **Jon Dallman**
Graphic Designer ..... **Robert Andresen**
Circulation Supervisor .. **Joan Schumacher**
Reader Service Manager ..... **Gail Kessler**
Promotion Manager ..... **Linda Winick**

Board of Contributing Editors

Training: Loren Ashwood, Consultant
Quality Assurance: George G. Maltenfort, Consultant
Administration: Allan S. Voluck, President, United Container Company

International:
France: Maurice Pariat, Consultant
UK: John A. Moore, Consultant
Australia: John Landman, Consultant

Editorial Offices

Paperboard Packaging
7500 Old Oak Boulevard, Cleveland, OH 44130 ☐ 216-243-8100 ☐ Telex: 968918
111 E Wacker Drive, Chicago, IL 60601 ☐ 312-938-2351
747 Third Avenue, New York, N.Y. 10017 ☐ 212-418-4145 ☐ Telex: 968918

Official Board Markets
111 E. Wacker Drive, 17th floor Chicago, IL 60601 ☐ 312-938-2335

Europe
HBJ Publications, 24-28 Oval Road, London NW1 7DX ☐ Telex: 25775

Marketing Sales Offices

Eastern
Ralph D. Wheeler ☐ 747 Third Avenue, New York, N.Y. 10017 ☐ 212-418-4145 ☐ Telex: 968918

Midwest & West Coast
Richard Perkins ☐ 111 E. Wacker Drive, Chicago, IL 60601 ☐ 312-938-2351
Brian McGoldrick ☐ 111 E. Wacker Drive, Chicago, IL 60601 ☐ 312-938-2338

Europe
Dee Wakefield ☐ HBJ Publications, 24-28 Oval Road, London NW1 7DX ☐ Telex: 25775

Japan
Sumio Oka ☐ International Media Rep., Ltd., 2-29 Toranomon 1-chome, Minato-ku, Tokyo, 105 Japan, 502-0656 ☐ Telex: J22633 ☐ Cables: MEDIAREP TOKYO

Harcourt Brace Jovanovich Publications

Robert L. Edgell, Chairman ☐ **Richard Moeller,** President ☐ **Lars Fladmark,** Executive Vice President ☐ **Arland Hirman,** Treasurer ☐ **Thomas Greney,** Senior Vice President ☐ **Ezra Pincus,** Senior Vice President ☐ **Pat O'Rourke,** Group Vice President ☐ **Joe Bilderbach,** Vice President ☐ **James Gherna,** Vice President ☐ **George Glenn,** Vice President ☐ **Harry Ramaley,** Vice President ☐ **Don Gussow,** V.P. Editorial

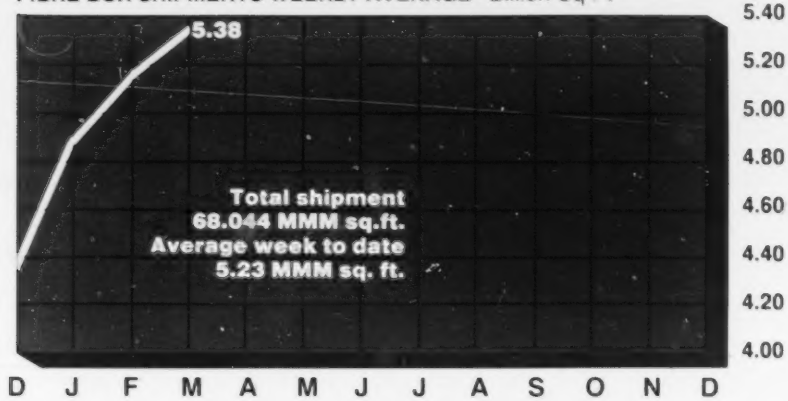
HBJ A HARCOURT BRACE JOVANOVICH PUBLICATION BPA ABP

INDUSTRY
STATISTICS FOR 1984

PAPERBOARD PRODUCTION WEEKLY AVERAGE 1000 Tons

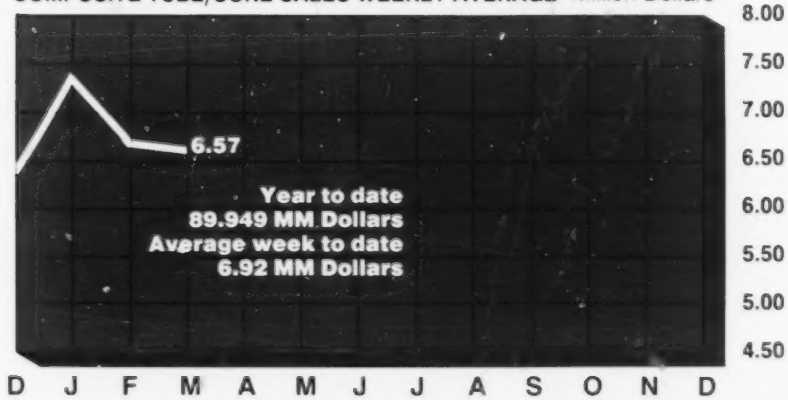
PAPERBOARD MILL OPERATIONS:
At first-quarter end, 1984's average weekly output was 9.8% above the same-period 1983 tonnage, which had been 3.5% above '82, compared with a drop of 4.7% in '82 from '80. In March, 2962.2 M tons of production was 2.4% ahead of last year, which had been 3.5% up from the '82 month. It is to be noted that containerboard grades currently comprise some 74% of total tonnage, compared with about 66% a decade ago. This would delineate the slow but steady decline in folding carton and rigid paper box production, against competition.

FIBRE BOX SHIPMENTS WEEKLY AVERAGE Billion Sq Ft



PAPERBOARD-TYPE PRODUCTION:
In March, the total tonnage of board output included 2189.3 M of containerboards, up 6.4% from 1982 and by 23% in the decade, plus 772.9 M tons of boxboard grades, 11.2% up from the depressed 1983 month, but 15% below the volume of 1973. These reversals probably reflect a permanent evolution in the solid-board packagings. The converted products of boxboard grades are under successful attack by alternates, with "no place else to go." But our containerboards are the least costly anywhere in the world, and thus the demand is sustained.

COMPOSITE TUBE/CORE SALES WEEKLY AVERAGE Million Dollars



RIGID PAPER BOXES:
Through the first 1984 quarter, set-up box business continued to show good response to the general upturn, some 12% above 1983 billings. The geographical variations remain at an extreme, however, ranging from high double-digit improvements in the South and Midwest to comparable declines in the East—the traditional "see-saw" effect from the year previous. This again illustrates the vulnerability of boxboard packaging products to economy gyrations and to competition from alternate materials—and the latter has not disappeared with the upturn.